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**Barnegat Bay Partnership
Communications and Education Committee (CEC) Meeting Minutes
April 23, 2014 at BBP Office**

Present:

Members: Lisa Auermuller (JCNERR), Karen Walzer (BBP), Chris Claus (OC Parks), Chelsea Simkins (MTA), Lynette Lurig (DEP Alternate), Joel Mott (Pinelands Commission), Shari Kondrup (Brick MUA), by phone: Helen Henderson (ALS)

BBP Staff: Betsy Hyle, Stan Hales

Guests: Cara Muscio (COA), Melanie Reding (JCNERR)

Members Absent: Angela Andersen (LBIF), Wes Dalzell (ReClam the Bay), Christine Raabe (OCSCD), Scott Bruinooge (OCC), Peter Brandt (EPA)

Review and Approval of Meeting Minutes

Joel made a motion to approve the March 19, 2014 meeting minutes, seconded by Chelsea, all in favor.

Alternate Citizen Representative to Policy Committee

The BBP received four nominations for the open Alternate position. One candidate, Mark Rohmeyer, was disqualified because he is an employee of one of our partners, the County of Ocean. The CEC recommended that we reach out to him as a potential new member of the STAC. Another, Michael Beck, was disqualified since his law firm represents another BBP partner, the Ocean County Utilities Authority. The two remaining candidates, George Murynak and John Zingis, will be contacted to schedule an interview with members of the CEC.

Action: Karen will send a Doodle poll to CEC members about availability for interview dates.

Communication Plan

The CEC decided to work as a group at the April meeting to assess the partner actions and plans that relate to the Communication Plan priorities. There was a discussion about combining two years of funding (FY 14 and FY 15) for the next round of Communication and Education grants. The CEC decided to table for the next meeting the discussion of the timing and the focus of the next CEC grant RFP.

Festival

Betsy is still looking for a kayak vendor for the festival. Chris offered the use of the County Park kayaks if festival volunteers are available to work it. Betsy announced that Ocean County Tourism awarded a grant to the Barnegat Bay Foundation (BBF) to fund festival advertising, which includes posters, placemats, and a billboard advertisement. The BBF is providing the funding for tent rentals. There was a discussion about having a “trash” sculpture created by the BBP field technicians at the festival. The sculpture will be constructed of items from bay clean-ups, like the Barnegat Bay Blitz and Clean Ocean Action Beach Sweeps, and will have recycling and don’t litter messages. Betsy requested that anyone participating in the Blitz or Beach Sweeps save any interesting items for the sculpture and also take photos, especially selfies that can be shared on social media using the hashtag #selflessselfieBB. Another

idea discussed for the festival was having a free photo booth with bay-related props and/or a background bay scene.

The CEC discussed nominations for the Guardian of Barnegat Bay awards. Dr. Jim Merritt, Dr. John Wnek, Jill Lipoti, and Fred Kalm were suggested for the Lifetime Achievement Award. Two suggestions for the Pete McLain Young Environmental Stewards award were the West Windsor Plainsboro North High School students who conducted the willingness to pay for bay restoration survey and the Brick Township elementary school group exploring the effects of Sandy.

Action: CEC members should send any Guardian of Barnegat Bay nominations to Karen.

DEP Education Update

The CEC discussed the resignation of Island Beach State Park Naturalist Ed Hale. Lynette reported that three illegal dumpers were caught through the NJDEP's surveillance of state parks. North Dover Elementary School in Toms River won the DEP's rain barrel challenge contest. The Blitz kick-off event will start at 9 a.m. on April 25th at the Ocean County Parks administration building with a 10-point plan update by DEP Commissioner Martin. Betsy informed the CEC about the BBP's plans to video BBP field technicians Tina Barreiro and Michelle Gluck at the Blitz to create a vlog (blog in video format).

Partner Sharing

Pinelands Commission (Joel): The 2015 Pinelands Short Course will be on March 14th at Stockton College. There will be an orientation for municipal officials at the Pinelands Commission office on May 30th, 2014. Batsto World Monitoring Day will be in October.

BTMUA (Shari): The BTMUA is reviewing proposals to retrofit a detention basin in Howell pursuant to the Metedeconk Watershed Management Plan. The BTMUA is working on outreach to the agricultural communities of the Metedeconk watershed.

NJDEP (Lynette): DEP is looking for businesses to host the rain barrels from the challenge.

MTA (Chelsea): The fall Boat Show at Lakewood Blue Claws will be September 19th - 21st. Any partners who would like to have an activity in the kids' cove area should contact Chelsea. There was a discussion about possible CEC funding for a reprint of the "Boaters Guide to the Barnegat Bay."

JCNERR (Lisa): With funding provided by NJ Sea Grant Consortium, the Nature Nurture Center is looking for volunteers for a focus group to get feedback about the National Weather Service's messaging about weather events. Lisa asked that CEC members share the information. Melanie Reding will be Lisa's alternate on the CEC. She asked if any CEC funding would be available to print the educational brochures developed as part of the ghost crab trap removal project funded by the BBP. Stan offered to provide a letter of support to NOAA for additional funding to continue the ghost trap removal

BBP: Betsy will contact the partners participating in the Aqua Kids filming this summer. The show's producer will be coming on May 31st to film the diamondback terrapin release by Dr. John Wnek and MATES students, and he may stay for the festival the next day.

Next CEC meeting

The next meeting will be on May 21, 2014.